THE TRUTH

ABOUT

PATENT MEDICINES.

COST AND CONTENTS.

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W. SCHOFIELD.

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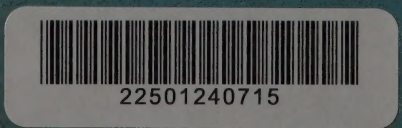

HEALTH.

Health is the condition of life in which the actions of life are painlessly performed. Pure food, water and healthy homes are essential to health, also the practice of temperance in all things.

Strict attention to all details of cleanliness should be observed.

Cleanliness is the essence of life.

Dirt the fertile cause of disease.

The cause of much disease is due to overcrowding, particularly in slum areas of our large cities. Lack of proper nourishment is another cause. The breathing of impure atmosphere in over-crowded houses produces like conditions of the body.

Thus we become susceptible to attacks of illness. We earnestly advise all members of the Community to consult their Doctor twice yearly as a means of preventing illness.

This booklet is issued to the Public as an exposure of Patent Medicines, and also as a handy health dictionary to consult should occasion arise.

The majority of Patent Medicines are quack remedies containing little of medicinal value, some are a good specific for the particular malady they profess to cure, but all, without exception, are extortionate in price.

The Public have very little opportunity of finding out the truth about this great scandal as the Press derive a large source of their revenue from the advertisements.

Various authorities have, however, published their analysis.

The British Medical Association in their two volumes, "Secret Remedies—What they Cost and what they Contain." [1907]

Martindale Government Analysis, etc.

Those Medicines of value are offered to the Public at a reasonable price.

Any criticism or enquiry from any reader will be welcomed.

WILLIAM SCHOFIELD.

Patent Medicine	What Analysis showed	Order by Number only
PHOSFERINE Bottle containing ½oz.. 1/3	Quinine Sulphate ... ... 0.67 parts Dilute Sulphuric Acid ... 2.5 „ Dilute Phosphoric Acid ... 54.6 „ Alcohol ... ... 8.1 „ Water to 100 parts	Ask for No. 1 Prescription 4 oz. bottle 2/- post free
DOAN'S BACKACHE AND KIDNEY PILLS Box containing 40 pills, 3/-	Oil of Juniper ... ... 1 drop Hemlock Pitch ... ... 10 gr. Potassium Nitrate ... ... 5 gr. Powdered Fenugreek ... ... 17 gr. Wheat Flour ... ... 4 gr. Maize Starch ... ... 2 gr.	Ask for No. 2 Prescription Box of 50 pills, post free 1/-
CARTER'S LITTLE LIVER PILLS Tube containing 42 pills, 1/3	A preparation of Aloes Podophyllin Powdered Liquorice Root Wheat Starch	Ask for No. 3 Prescription Box of 100 pills, post free 1/-
BEECHAM'S PILLS Box containing 56 pills, price 1/3	Aloes ... ... 0.5 gr. Powdered Ginger ... ... 0.56 gr. Powdered Soap ... ... 0.18 gr.	Ask for No. 4 Prescription Box of 100 pills, post free 1/-

Patent Medicine	What Analysis showed	Order by Number only
SANATOGEN	This is a Casein Preparation containing 5 per cent of Glycerophosphate of Sodium	Ask for No. 5 Prescription ½lb. 3/- 1lb. 5/6 post free
ZAMBUK Tin containing three-fifths of one ounce, 1/3	Oil of Eucalyptus ... ... 14 per cent. Pale Resin ... ... 20 „ Soft Paraffin ... ... 55 „ Hard Paraffin ... ... 11 „ Green Colouring Matter, a trace	Ask for No. 6 Prescription Large tin post free 9d.
SCOTT'S EMULSION Maker's Analysis	Glycerine 50 Cod Liver Oil 150 Hypophosphite of Soda 2 Hypophosphite of Lime 4.3 Tragacanth 3 Gum Arabic 2 Distilled Water 129 Alcohol 11 Flavour with Oils of Gaultheria, Cinnamon and Bitter Almonds	Ask for No. 8 Prescription Large bottle 2/- post free
ANGIER'S EMULSION	Petroleum with the Hypophosphites of Soda and Lime	Ask for No. 9 Prescription Large bottle 2/- post free

Patent Medicine	What Analysis showed	Order by Number only
KRUSCHEN SALTS	Soda Sulph. Soda Chloride Magnes. Sulph. Magnes. Chloride Potas. Sulph. Potas. Chloride	Ask for No. 10 Prescription Large jar 1/- post free
DR. CASSELL'S TABLETS	Phenolphthalein ... 0.75 per cent. Potassium Iodide ... 1.25 „ Sugar ... ... 81 „ Talc, approximately ... 11 „ Calcium Carbonate and Sulphate approximately 2 „ Water ... ... 1 „ Extractive ... 3 „	Ask for No. 11 Prescription 100 2/- post free
DE WITT'S PILLS	Potassium Nitrate ... .. ½ grain Methylene, Blue ... ... 1/20 „ Oil of Juniper ... ... 1/15 „ Liquorice ... ... ½ „ Cascara Extract ... ... ¼ „ In one pill	Ask for No. 12 Prescription 50 pills 1/6 post free
ANTIPON	Citric Acid ... ... ½ oz. Alcohol ... ... 2 ozs. Water ... ... 6 ozs. Dose—Two dessertspoonsful after meals	Ask for No. 13 Prescription Large bottle 2/- post free

Patent Medicine	What Analysis showed	Order by Number only
DAMAROIDS	Iron Hypophosphites ... ... 14 per cent. Quinine Sulphate ... ... 3.4 „ Extract Damiana ... ... 50 „ Sugar ... ... Talc ... ... 16.0 „	Ask for No. 14 Prescription 50 tablets 2/- post free
DR. WILLIAMS' PINK PILLS FOR PALE PEOPLE	Iron Sulphate Exsic. ... 0.75 grains Pot. Carb. Anhyd. ... ... 0.66 „ Magnesia ... ... 0.09 „ Powdered Liquorice ... 1.4 „ Sugar ... ... 0.2 „ In One Pill	Ask for No. 15 Prescription 100 2/- post free
OWBRIDGE'S LUNG TONIC Bottle containing 2 ozs., 1/3	Chloroform ... ... 0.3 parts Alcohol by measure ... ... 2 „ Solids ... ... 89 „ Consisting of Sugar ... ... 73 „ Oils of Aniseed. Capsicum and Peppermint and traces of Ipecacuanha	Ask for No. 16 Prescription Large bottle 2/- post free
CLARK'S WORLD-FAMED BLOOD MIXTURE Bottle containing 8 ozs., 3/-	Potassium Iodide ... ... 52.5 gr. Sal Volatile ... ... 10 minims. Spirits of Chloroform ... ... 67 „ Simple Syrup ... ... 50 „ Burnt Sugar ... ... q.s. Water to 8 fluid ozs.	Ask for No. 17 Prescription Large bottle 2/- Post free

Patent Medicine	What Analysis showed	Order by Number only
HARLENE Bottle containing 2½ ozs. 1/3	Borax ... 0.5 parts Anhydrous Sodium Carbonate ... 0.04 „ 10 per cent. Solution of Ammonia 0.12 „ Glycerine ... ... 0.4 „ Colouring matter and Perfume traces Alcohol ... ... 5.7 „ Water to 100 parts	Ask for No. 18 Prescription Bottle of 6 ozs. 2/- Post free
ELLIMAN'S EMBROCATION	Turpentine ... ... 2 ozs. White Wine Vinegar ... ... 2 „ Methylated Spirits ... ... 2 „ Camphor ... ... 1 „ And 1 Egg	Ask for No. 534 Prescription Embrocation 1/6 & 2/- Post free
KOKO FOR THE HAIR Bottle, 4/6	Borax ... ... 1.4 parts Glycerine ... ... 1.7 „ 40 per cent. Solution of Formaldehyde 0.1 „ Alcohol ... ... 3 „ Perfume, a trace Water to 100 parts by measure	Ask for No. 19 Prescription Large bottle 2/- Post free
CALIFORNIA SYRUP OF FIGS	Senna (active ingredient) Syrup of Figs and Cinnamon	Ask for No. 30 Prescription Large bot. 2/- post free

Patent Medicine	What Analysis showed	Order by Number only
ENO'S FRUIT SALT Small bottle, 1/9 Martindale, not B.M.A.	Magnes. Sulphate Sodium Bicarbonate Tartaric Acid Citric Acid	Ask for No. 20 Prescription Large bottle 1/6 Post free
IRVING'S YEAST VITE	Cerevisiae Fermentum... ... 5 grains	Ask for No. 21 Prescription 100 tablets 2/- post free
ASPRO	Acetyl Salicylic Acid	Ask for No. 105 Prescription Aspirin (Acetyl Salicylic Acid) 100 tablets 1/3 post free

Please remember to order by Number only from

THE PEOPLE'S PHARMACY,

534a, COMMERCIAL ROAD, PORTSMOUTH.

IMPORTANT !

.Please order by number only.

Do not mention name of Medicine.

All goods are sent post free on receipt of price named

All Postal Orders and Cheques should be made payable to

THE PEOPLE'S PHARMACY,

534a, Commercial Road,

Portsmouth.

Suggestion for order :—

Please supply Prescription 1 (one), for which I enclose P.O. for.....

Business Hours:—9 to 8 p.m. Saturdays 9 p.m.

Wednesdays 1 o'clock.

It should be stated in common fairness that the estimated cost of ingredients in the following Formulæ are chiefly pre-war prices, also referring only to the cost of ingredients.

Patent Medicine	What Analysis showed
STEEDMAN'S SOOTHING POWDERS	Calomel ... . 27 per cent. Sugar . ... 22 ,, Maize Starch .. ... 50.5 ,, Ash ... ... 0.5 ,, The cost of the 2/9 box is one-eighth of a penny
EDWARD J. WOOD TREATMENT for DRINK HABIT	Tartar Emetic ... ... 3.6 per cent. Boric Acid .. .. 10.7 ,, Sugar of Milk ... ... 76.1 ,, The charge for the 60 powders and the 60 tablets for which he takes two guineas, is about one penny
BLAIR'S GOUT and RHEUMATIC PILLS	Powdered Colchicum Corm. ... 2.1 grains Burnt Alum ... ... 0.35 ,, In one pill The estimated cost of 14 pills (one box) is one-seventh of one penny
THE TREMOL TREATMENT FOR BAD LEGS. **Tremol Blood Mixture**	Calcium Chloride ... ... 224 grains Solution of Ferric Chloride ... 300 ,, Dilute Hydrochloric Acid ... 200 ,, Concentrated Infusion of Rhubarb 100 ,, Peppermint Water ... ... 2 fluid ozs. Cost of 11/- bottle, 1¼d.
CUTICURA OINTMENT 1¾ozs. is 2/9	Hard and Soft Paraffins, coloured and scented Estimated cost of 1¾ozs. is ¾d.
MOTHER SEIGEL'S SYRUP 3ozs. 2/6	Dilute Hydrochloric Acid ... 10 parts Tincture of Capsicum ... 1.7 ,, Aloes ... ... 2 ,, Treacle ... ... 60 ,, Water to 100 parts Cost of 3oz. bottle, one-third of one penny
ZOX POWDERS Box of 8 Powders 1/1½	Consists of Acetanilide only, weight of each powder 4½ grains; estimated cost of 8 powders, one-tenth of one penny

Patent Medicine	What Analysis showed
DAISY POWDERS 8 Powders 11½d.	Consists of Acetanilide only. The average weight of one powder was 6 grains. Estimated cost of 60 grains (10 powders) one-eighth of one penny
FENNING'S CHILDREN'S COOLING POWDERS Box containing 16 Powders 1/3	Potassium Chlorate ... ... 70 per cent. Powdered Liquorice ... ... 30 ,,
STEVENS' CONSUMPTION CURE 5/- for 2½ozs.	Rectified Spirit of Wine ... 23.7 parts Glycerine ... ... 1.8 ,, Decoction of Krameria (1 in 3) to 100 parts Estimated cost of ingredients for 2½ozs. 1½d.
VENO'S LIGHTNING COUGH CURE	Glycerine ... ... 7 6 parts Alcohol ... ... 1.6 ,, Resin ... ... 0.23 ,, A trace of Chloroform and Colour
EADE'S GOUT and RHEUMATIC PILLS	Barbadoes Aloes ... ... 10 per cent. Extract of Colchicum ... 18 ,, Powdered Colchicum Corm. ... 35 ,, Treacle ... ... 27 ,, Gum and Dextrin ... ... 10 ,, Cost of 1/3 box, three farthings
VITAE ORE	Ferric oxysulphate calculated as Anhydrous ... .. 47.57 per cent. Magnesium Sulphate ... ... 15.89 ,, Water in combination ... 36 54 ,, Cost of the 4/6 bottle, one-eighth of a penny
STEDMAN'S TEETHING POWDERS	Calomel ... . 29 per cent. Sugar of Milk ... . 71 ,, Cost of the 4/6 box, one-third of a penny
SINGLETON'S EYE OINTMENT	Analysis showed the principal ingredient to be Red Mecuric Oxide, of which 7.4 per cent. was present. The fatty basis contained about 4 per cent. of Beeswax, some Lard, Japan Wax, and Purified Cocoanut Oil. The estimated cost of the 2/9 pot, one-ninth of one penny

Patent Medicine	What Analysis showed
GUY'S TONIC	Dilute Hydrochloric Acid 0.59 parts by meas. Dilute Phosphoric Acid 0.52 " " Compound Infusion of Gentian .40 " " Chloroform Water 50 " " Cochineal colouring a sufficiency Water to 100 parts by measure The estimated cost of the 6oz. bottle, ½d.

CONSTIPATION.

This is the forerunner of most of the ailments from which we suffer.

SOME CAUSES.—Errors of diet chiefly, excess of starchy foods, insufficient excretions of digestive juices. The nerves play an important part in the action of the stomach, therefore attention should be paid to the nerves as well as the stomach. Regular habits should be cultivated, chronic sufferers should have a diet sheet to consult as to which foods and drinks are advisable, and which to avoid. There are many so called cures sold as Patent Medicines, but it will be readily understood that these usually are temporarily alleviations, thus creating a constant demand.

Purgatives should always be taken on an empty stomach. They should be taken an hour before a meal, or four hours after food has been taken. It is a common mistake that the stomach does all the work of digestion, it has little or no power of digesting fats, starches, or sugar. It is limited to the white of an egg, the juice of meat, the casein of milk, the gluten of flour and such like preparations.

Foods consisting of starches, sugar and fats. pass out of the bowels practically unchanged, into the intestines to be dealt with and be prepared for absorption. See Prescription No. 34.

"There is but one cause of disease, and that cause is poison. We may take it in the air we breathe, but we manufacture most of it within ourselves from the food we eat."

SIR W. ARBUTHNOT LANE

(President of the New Health Society).

SICK HEADACHE.

Sometimes accompanied by vomiting. Women are frequent victims of this ailment.

SOME CAUSES.—Mental fatigue, eye strain, errors of diet causing bodily fatigue and indigestion very often runs in families.

CONGESTIVE HEADACHE.

This is of a throbbing nature due to constipation, a strong purgative should be taken to relieve.

HEADACHE.

Pains in muscles of scalp, and in those of head, avoid constipation, excess of alcohol and tobacco. Good tonic should be taken. See Prescription No. 32.

RHEUMATISM.

A common disease of the masses, caused by excess of Lactic Acid in the blood, and waste product in the blood known as Uric Acid. It is affected by cold, chill and intemperance. Pyorrhoea is sometimes the cause of Muscular Rheumatism. Constipation should be avoided, and two pints of water consumed daily. See Prescription No. 33.

INFLUENZA.

SYMPTONS.—Rise in temperature, shivering, rapid pulse, headache, pain in the small of back and calves, usually commencing with a hacking cough. Nourishing foods should be given. Alcohol may be necessary for relief of prostration.

ASTHMA.

This is a nervous disease of the Bronchial Tubes, sometimes due to a spasm of Muscular Fibres in the Tubes, or swelling of the Mucous Membrane. Constipation, and loading of the Stomach should be avoided. The following treatment is very effective. See Prescription No. 35

INDIGESTION.

This ailment may show other symptons, such as flatulency, constipation, etc. Defective teeth are often to blame as the food is not masticated properly. Constipation is a form of Bowel Indigestion. Neurasthenia. Atomy of the Stomach, and many other ailments, are often caused by Indigestion. Fluid should not be taken during meals, and excess of pastry should be avoided, also starchy foods. Highly seasoned foods should be avoided, also oily foods, and foods fried in oil. See Prescription No. 36.

EXCEMA.

This is a fairly common disease among weakly children. Cleanliness should be observed. Ointments containing drugs should be used with great care, as young children are likely to place their fingers on it and lick them. See Prescription No. 61.

CORNS.

Corns are due to a down growth of the horny layer, setting up a chronic inflamation, giving rise to a thickened ring surrounding the Conical Plug. Between the toes where the skin is generally moist with perspiration, the Horny Plug is soft and spongy. This is the soft corn. See Prescription No. 55

NASAL CATARRH.

Nasal Catarrh, or cold in the head, is quite a common ailment, but it must not be forgotton that Nasal Catarrh is often the first stage of cold on the chest, Bronchitis and Pneumonia and other troubles. A cold in the head is always the first symptons of measles. See Prescription No. 31.

PILES, or HÆMORRHOIDS.

An enlargement of the veins which return blood from the lower portion of the Rectum. Constipation is one of the common causes of Piles. Congestion of the Liver must also be regarded as a frequent cause of this ailment. In grave cases the Surgeon must be consulted. Avoid Constipation, Alcohol, and highly seasoned foods. See Prescription No. 51

In many cases ill balanced meals are the cause of illness. Our systems use only what we need, therefore if too much starch, sugar or fat is taken, poisons are set up, and we become victims of headaches and similar ailments.

The following preparations are recommended for the ailments described; many of them the prescriptions of famous physicians.

All prepared by a fully qualified chemist.

Prescription 33 for **RHEUMATISM.**

Containing Salicylate of Soda, Bicarbonate of Potash, Infusion of Cloves. Large Bottle, 2/6 post free.

Prescription 35 for **ASTHMA.**

A must effective preparation for all Asthma sufferers. Containing Pot. Iodide, Ammon Carbonate, tr. Lobelia Aetheris, Viss Ipicac. tr. Camphor, Senega. 2/6 post free.

Prescription 36 for **INDIGESTION.**

Containing Bismuth Carb, Soda Bic, Magnesium Carbonate, Powdered Rhubard Peppermint, 2/- post free.

Prescription 38. **BACK AND KIDNEY TABLETS**

Specially recommended, 50, 1/6 post free.

Prescription 39. **HAIR RESTORER.**

Restores grey hair to its natural colour. A harmless restorative, not a dye. 2/- post free.

Prescription 34. **APERIENT PILLS for CONSTIPATION.**
1/- post free.

Prescription 51. **OINTMENT for PILES.**
Tube, 1/- post free.

Prescription 61. **EXCEMA OINTMENT.**
A splendid herbal ointment effecting a speedy cure. Large Jar, 1/6, post free.

Prescription 55. **CORN PLASTER,** 1/-, post free.

Prescription 31 **NASAL CREAM.** For Catarrh, Hay Fever, etc.
Tube, 1/- post free.

Prescription 32. **HEADACHE TABLETS.** 1/-, post free.

Prescription 43. **MOUTH WASH TABLETS.**
These are both antiseptic and perfumed, removing all smell of tobacco or alcohol, and leaving the breath pleasantly perfumed. Bottle, 1/3, post free.

Prescription 40. **FOOT POWDERS.** For tired and aching feet.
Five packets, 1/- post free.

Prescription 7. A valuable ointment for **BAD LEGS, ULCERS, etc.**
Large tin, 1/- post free.

Prescription 62. For **BLOOD PRESSURE.** Bottle, 2/6 post free.
Triple Bromides, Spt. Am. Co., Inf. Gent. Co., Aq. Destil.

Prescription 63. **TOBACCO and DRINK HABIT CURE.**
Bottle, 2/6 post free.
Ac. Nit. Hyd. dil., Gentian, Flavourings.

The following Chart will be found of service. Foods which do not contain vitamins should only be eaten in small amounts.

A SQUARE MEAL

Foods of a Similar Nature NOT supplying Vitamin-C.	FOODS SUPPLYING VITAMIN-C
Dried Fruits, such as Figs, Prunes, Dates, Currants, Raisins, Sultanas, etc.	Oranges, Lemons, Grape-Fruit and Tangerines, Tomatoes, Raw Green Vegetables, ***
Tinned and Bottled Fruits, and Vegetables.	Swede Turnips, Raw, Carrots, if young, Raw, Liver, Raw, Raspberries, Blackberries, Peaches, **
Greens *cooked with soda.*	Most other Fruits at least *
Fruit or Vegetables *cooked for a long time, or twice cooked.*	Green Vegetables cooked a short time WITHOUT SODA, Potatoes, Boiled, Milk, Raw, Liver, cooked a short time -*
Jam, Marmalade.	
Artificial Fruit Jellies.	
Milk, *heated twice.*	
Milk, + *sodium citrate.*	
White Turnips, Beetroots, Grapes, contain little or no Vitamin-C.	

Foods NOT supplying "Good" Protein.	FOODS SUPPLYING "GOOD" PROTEIN.
Fruits, Vegetables, Cereals, Pulses contain some Protein, but not of "good" quality.	Meat, Eggs, Milk (fresh, dried, condensed, or skimmed), Cheese,
There is no Protein in Fats, and Sugars.	"Good" Protein is not spoiled by tinning, drying, pickling, freezing.

* contains some Vitamin. ** contains more Vitamin.
*** rich in Vitamin.

A SQUARE MEAL

FOODS SUPPLYING VITAMIN-A		*Foods of a similar Nature NOT supplying Vitamin-A*
Cod Liver Oil.	*****	
Roe of Fish		
Butter	***	
Egg Yolk		
Liver, Kidney, Heart,		
Mutton, and Beef-Fat,		Vegetable Oils, such as Olive, Almond, Linseed, and Cotton Seed Oil.
Milk,		
Fatty Fish, such as Herring, Mackerel, Salmon, Sprats,		
Green Vegetables,	**	Margarine made from Vegetable Fat
Carrots,		Nut Butters.
Tomatoes,		Lard.
Margarine, if animal fat		Pork and Bacon Fat.
Wholemeal Flour	*	

FOODS SUPPLYING VITAMIN-B		*Foods of similar Nature NOT supplying Vitamin-B.*
Cereal Products containing the Whole Grain, such as		
Wholemeal Wheaten Flour		
Rye Flour		
Dried Seeds, such as Peas, Beans, Lentils, Whole Barley,	**	White Flour and Bread, Cakes, Macaroni, etc. made with it.
Nuts,		White Rice.
Egg Yolk, fresh, dried, or pickled,		Pearl Barley.
Internal Organs, such as Liver, Heart, Sweetbread, Brain, Kidney		Cornflower.
		Egg Substitutes.
Oatmeal,		Sago.
Root Vegetables,		Tapioca.
Potatoe, Onion,	*	Malted Foods
Milk,		Sugar.
Yeast, Dried		Syrup.
Yeast, Extract	***	Treacle.

* contains some Vitamin. ** contains more Vitamin.
*** rich in Vitamin
Foods which do not supply vitamins should only be eaten in small amounts

Chamberlain Bros., Printers, Southsea.

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